

POLYGON

MEET POLYGON

The Network Behind The Moments.

EMPOWERING BRANDS THROUGH INNOVATION

WHO ARE WE?

We are a DOOH Publisher Network that exists to increase the adoption and use of pDOOH for **omnichannel buying**.

Our audience toolkits make DOOH buying **targeted, measurable, accountable, transparent** and **interconnected** with other programmatic channels.

2500+

DIGITAL SCREENS

Across a multifaceted media portfolio reaching varied audience types.

9

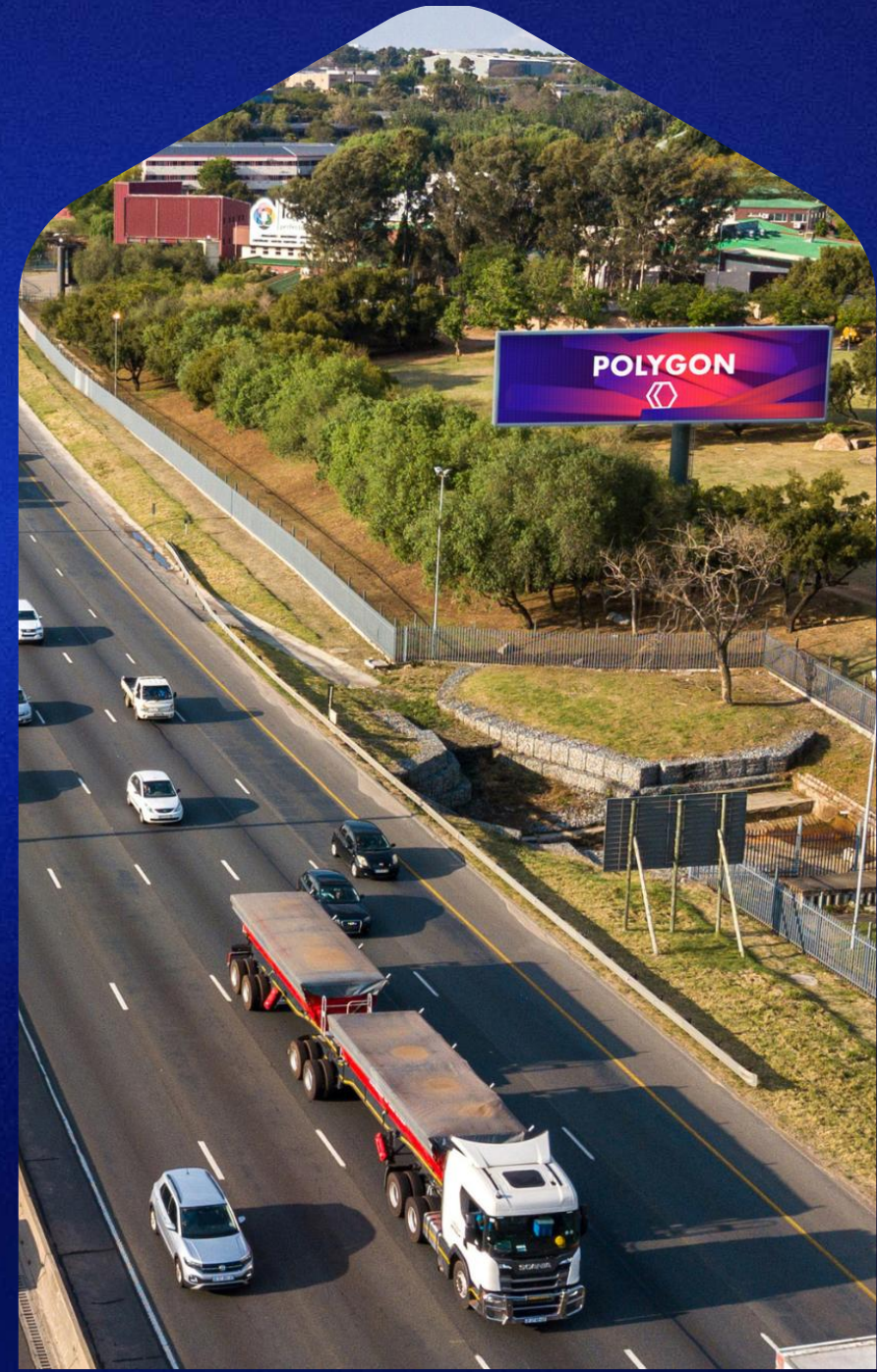
REGIONS

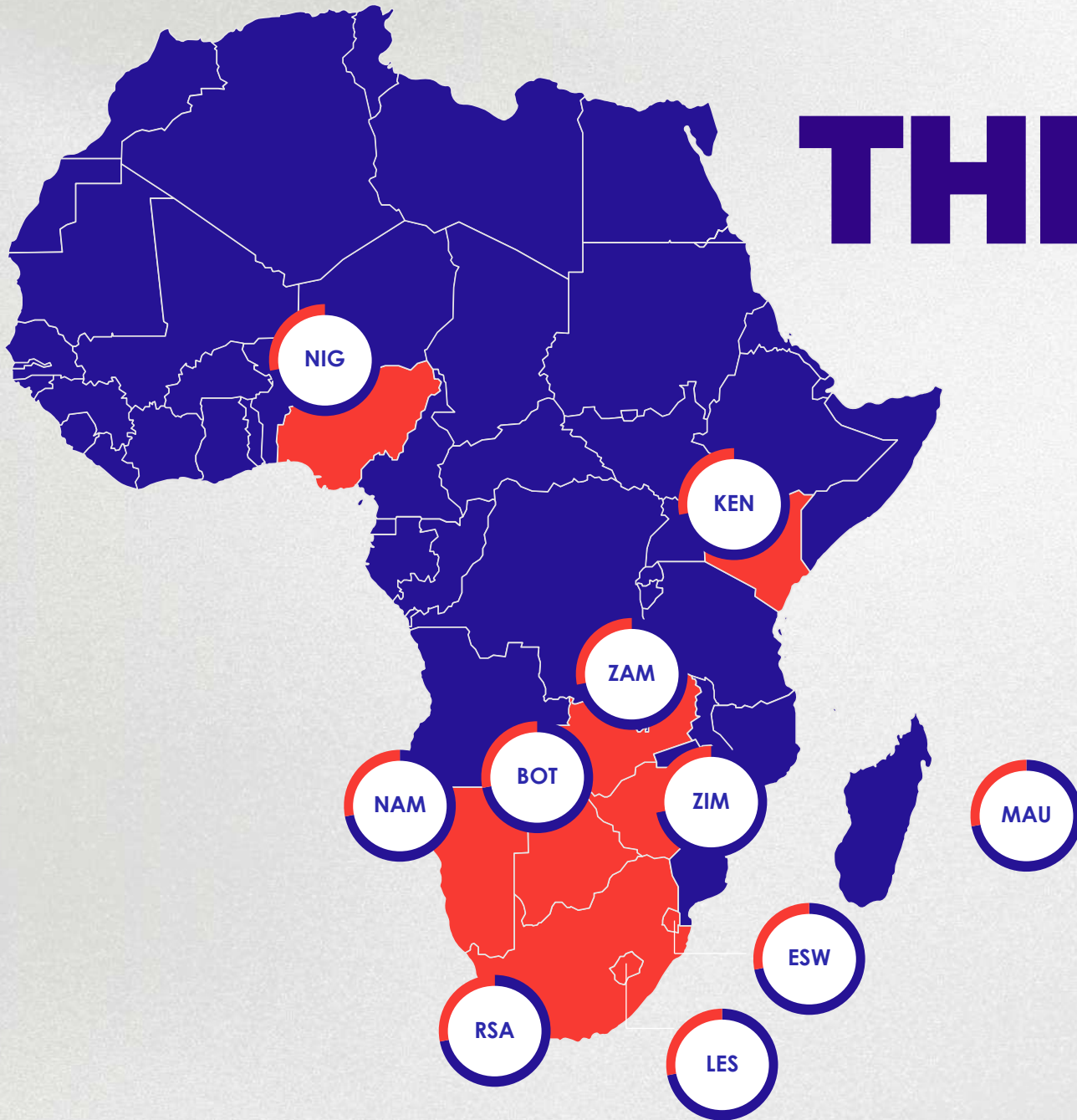
Covering all major South African metros, with expanding reach across Africa.

35m+

UNIQUE REACH

Over 50% of South Africans exposed to Polygon Network billboards monthly.





THE POLYGON VISION

The Polygon vision is to bring to the digital media market, a **single point** of entry into the **largest** network of DOOH inventory across multiple venues throughout **Africa**.



OUR DIFFERENCE



ESTABLISHED EXPERTISE

First to launch pDOOH in South Africa (2019) – years of real market experience.

TRUSTED MEDIA RELATIONSHIPS

Strong, direct partnerships with media owners nationwide.

REVENUE SHARE MODEL

Transparent commercial structure with media partners, ensuring mutual benefit.

NO HIDDEN TECH FEES

Full fee transparency – no markups or unseen costs.

CENTRALISED ACCESS

One point of contact to activate across 1,741 premium, brand-safe screens.

TARGETED CAMPAIGNS

Data-led, customized targeting with smarter planning & campaign optimization.

MOBILE RETARGETING

Extend reach beyond the screen with integrated mobile strategies.

REAL-TIME REPORTING

Clear insights and accountability throughout the campaign lifecycle.

LOCAL & RESPONSIVE

End-to-end support from a team that knows your market and cares about outcomes.

SIMPLICITY & SCALE

One streamlined solution that makes pDOOH accessible, measurable, and impactful.

THE ANYWHERE ADVANTAGE

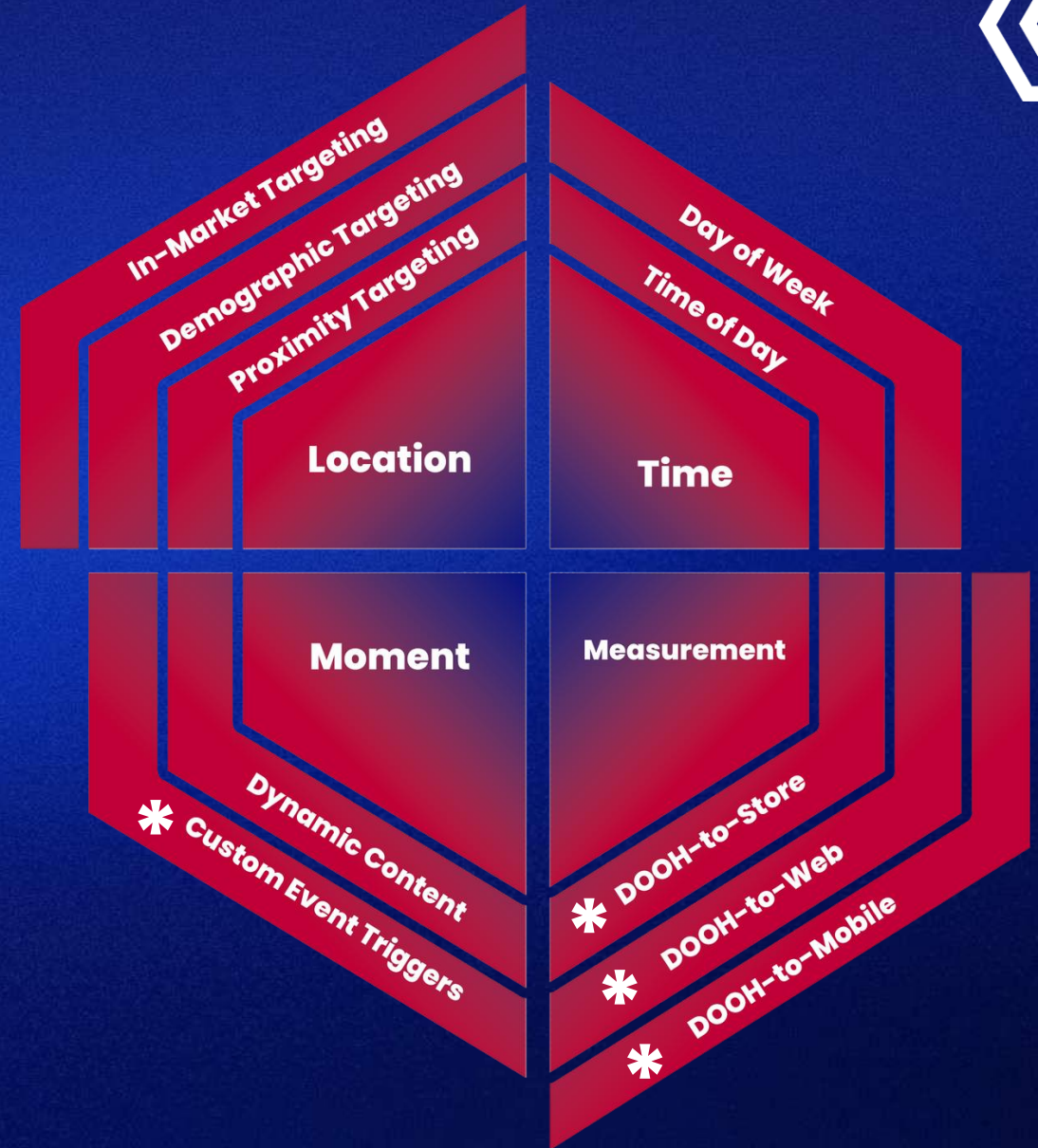
Our expansive programmatic DOOH network spans **multiple venues**, delivering **seamless brand engagement** to consumers **wherever they go**.





TARGETING CAPABILITIES

Maximize your **pDOOH impact** with our versatile standard and premium features, spanning advanced targeting and actionable insights.



* PREMIUM FEATURES

IT'S MEDIA THAT MOVES

pDOOH Makes Media Contextual..

IT ADAPTS BY LOCATION

Sandton isn't Soweto, And near-store isn't highway.

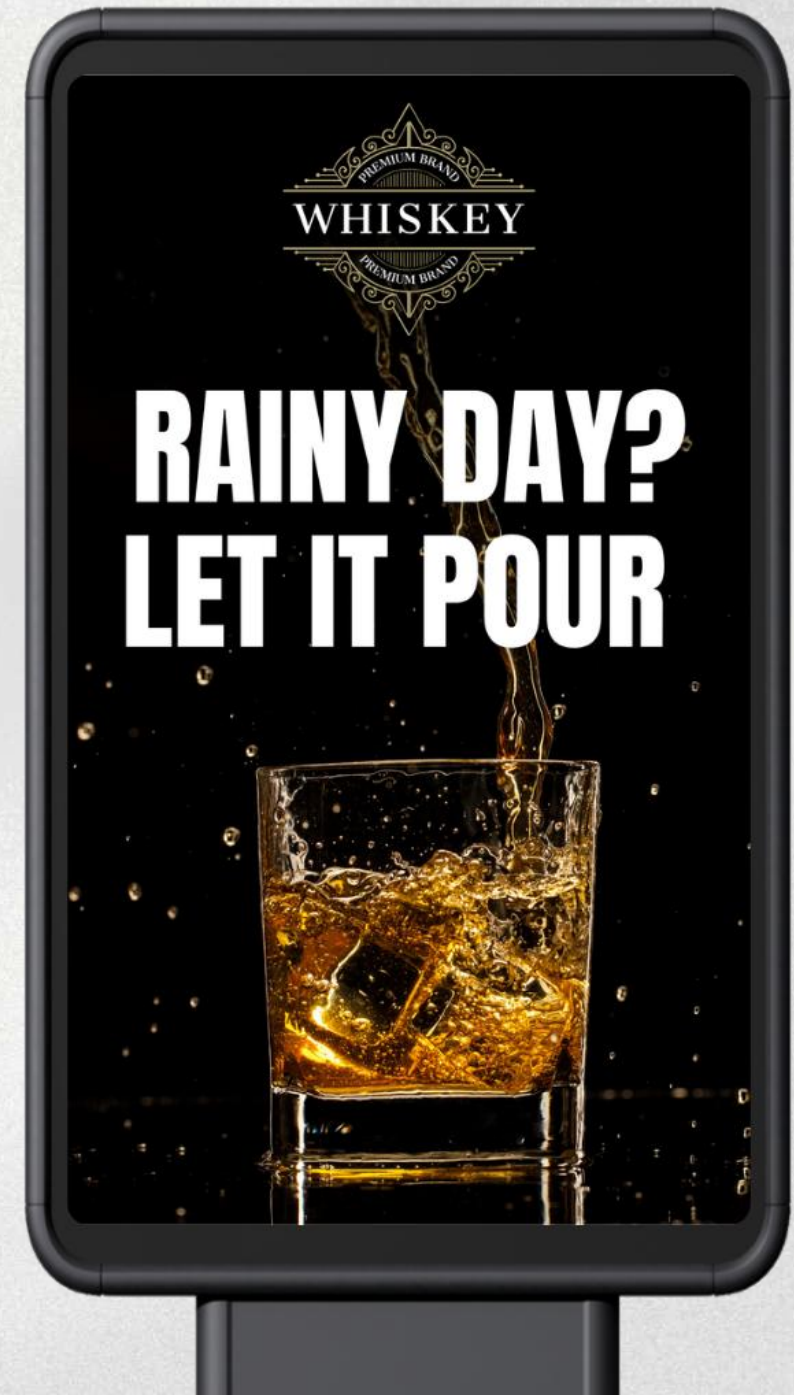
IT SHIFTS BY TIME

Weekday isn't weekend, 5PM isn't midnight.

IT RESPONDS TO MOMENTS

Match day, payday, or even the weather.

*Because relevance isn't static.
Why should your screens be?*





HOW TO BUY?

Buyers can easily implement omni-channel campaigns at scale through a single point of contact and deal ID.

No need to work through multiple publishers to set up campaigns with varying CPM's.



Display &
Video 360



StackAdapt



AdQuick



AMOBEE



displayce

yahoo!



theTradeDesk

CAASie.coTM

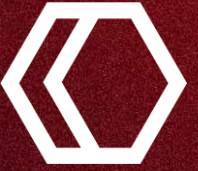


blis

Real Life. Mapped.

TPS

engage



NETWORK OVERVIEW

We Put You Where Your Audience
Lives, Works & Plays.

ROADSIDE NETWORK

Be Seen Where South Africa Drives.

ROADSIDE DIGITAL

Polygon offers a comprehensive network of high-impact roadside inventory, strategically positioned along key arterials and major highways. Our larger-than-life panels provide a powerful platform for brands to stand out, build awareness, and leave a lasting impression on commuters and travelers alike.

AIRPORT ROADSIDE

Reach international travelers and business elites with our premium billboards at South Africa's major airport hubs: OR Tambo, Cape Town International, and King Shaka. Our strategically located boards offer unparalleled visibility and target high-value audiences.



SHOPPER NETWORK

Drive Consideration at Decision Point.

MALL NETWORK

Reach shoppers across the spectrum with the Polygon Mall Ecosystem, featuring a curated mix of upscale, mid-tier, and mass market malls.

MALL LOCKERS

Reach shoppers in a new way with Polygon's Digitized Mall Locker Network. Our innovative lockers double as digital screens, showcasing your brand's message to a captive audience in 27 high-traffic malls across South Africa.

RETAIL NETWORK

Reach shoppers at the point of entry with our Retail Network, featuring 27 digital screens outside Pick n Pay and Spar stores nationwide. Make your product top-of-mind as they make their grocery purchasing decisions.



PETROL STATIONS

Capture Drivers at Every Refuel Moment.

FORECOURT NETWORK

(Shell, BP, Sasol)

Reach fueling and convenience shoppers with high-traffic digital screens at leading petrol stations with convenience stores.

POS NETWORK

Unlock the power of point-of-purchase advertising with our strategic partnership with Total Bonjour. Leveraging real-time advertising triggers and sales tracking, we help brands influence consumer behavior at the till, driving sales and brand awareness.



FITNESS NETWORK

Where Performance Meets Presence..

PADEL NETWORK

Africa Padel has introduced the world's fastest-growing sport to South Africa, and our partnership provides a unique platform to engage with high-end, health-focused, high dwell time audiences across 22 national courts.

GYM NETWORK

Tap into a highly engaged, health-conscious audience through our nationwide Gym Network, spanning 5 Planet Fitness locations and 40+ Virgin Active gyms across South Africa.

Positioned within premium fitness environments, this network offers brands a powerful opportunity to connect with consumers during key lifestyle and wellness moments.



LEISURE NETWORK

Premium Environments For a Premium Drive.

ENTERTAINMENT NETWORK

Reach high-value audiences with our Tigers Milk and La Parada Portfolio, targeting Young Professionals, Families, and more.

MARKET NETWORK

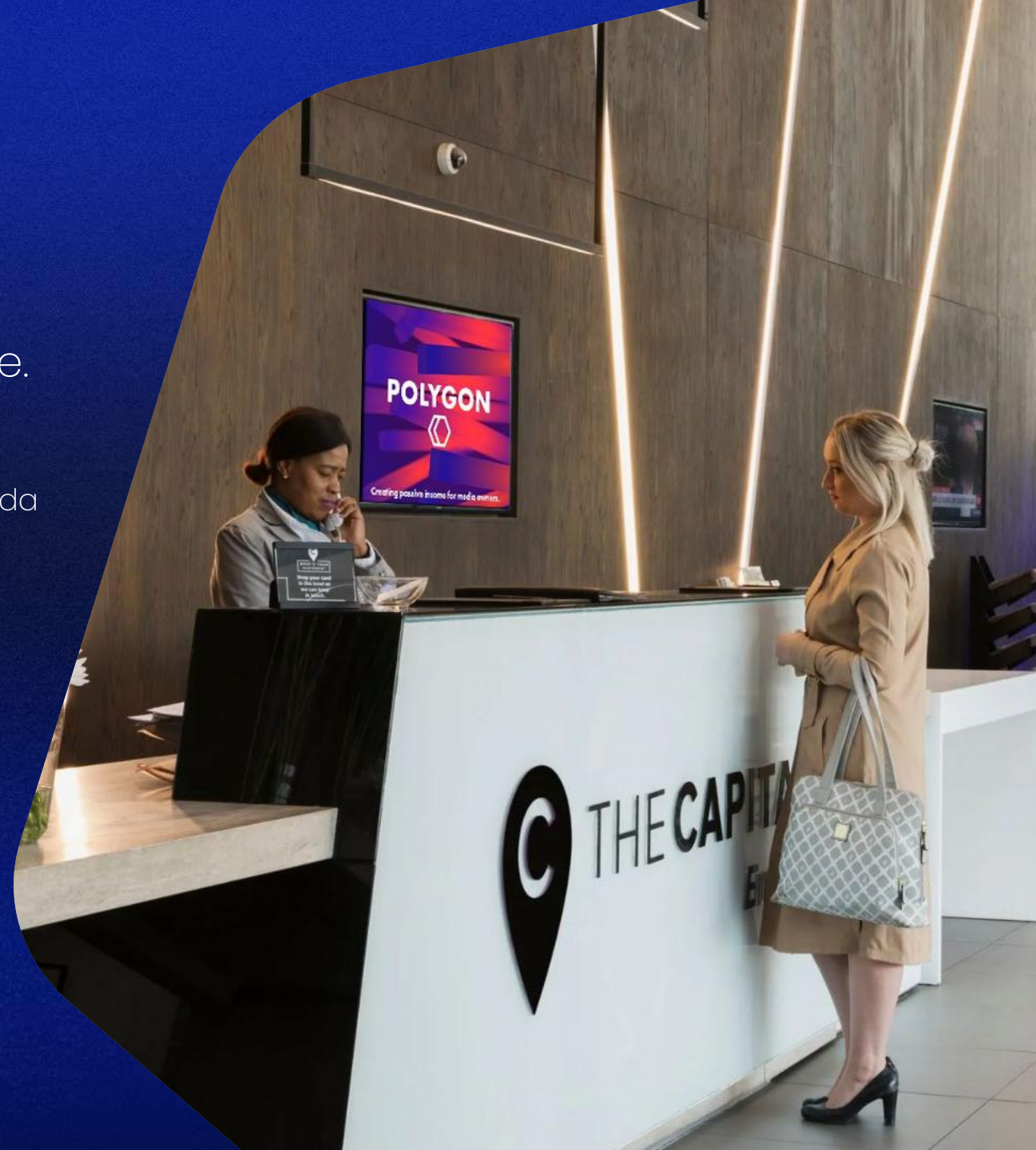
Our access to Neighbourgoods Market, Mojo Market and Hout Bay Harbour Market means a perfect fit for Lifestyle audiences visiting these trendy locations.

GAMBLING NETWORK

Access to Sibaya Casino & Resort in Durban.

THE CAPITAL HOTEL GROUP

Strategically located in high-dwell-time areas, these screens provide unparalleled access to a coveted demographic.



HEALTH & BEAUTY

BEAUTY NETWORK

Located in Johannesburg, this network targets an affluent audience within premium beauty environments, including:

- Esther's Secret Garden Nail Salon, Chartwell
- Caught in Style Hair Salon, Sandton

With high dwell time and a relaxed, self-care mindset, audiences are highly receptive, making it ideal for beauty & lifestyle brands looking to engage consumers in moments of attention and influence.

HEALTH NETWORK

Positioned within Mednova Medical Centre in Sandton, this network reaches an affluent, health-conscious audience in a trusted environment.

With extended dwell time in waiting areas, it offers a strong opportunity for health, wellness, and lifestyle brands to deliver impactful messaging in a calm, attentive setting.



ON THE MOVE

Move With Your Audience – Everywhere.

DELIVERY NETWORK

Revolutionize delivery bike branding with our digital network in Gauteng. Target consumers in real-time as vehicles make their rounds. Our innovative tech includes:

- Built-in cameras with car detection
- GPS tracking for precise visibility reporting.

TAXI NETWORK

Reach the mass market with our taxi network of 200+. Advertise on dedicated 15" TV screens and generate leads through Wi-Fi landing page takeovers, with seamless capture and retargeting capabilities.

TAXITOP NETWORK

Our TaxiTop network brings cutting-edge out-of-home advertising to the streets of Johannesburg, with taxis equipped with vibrant digital screens on their roofs.

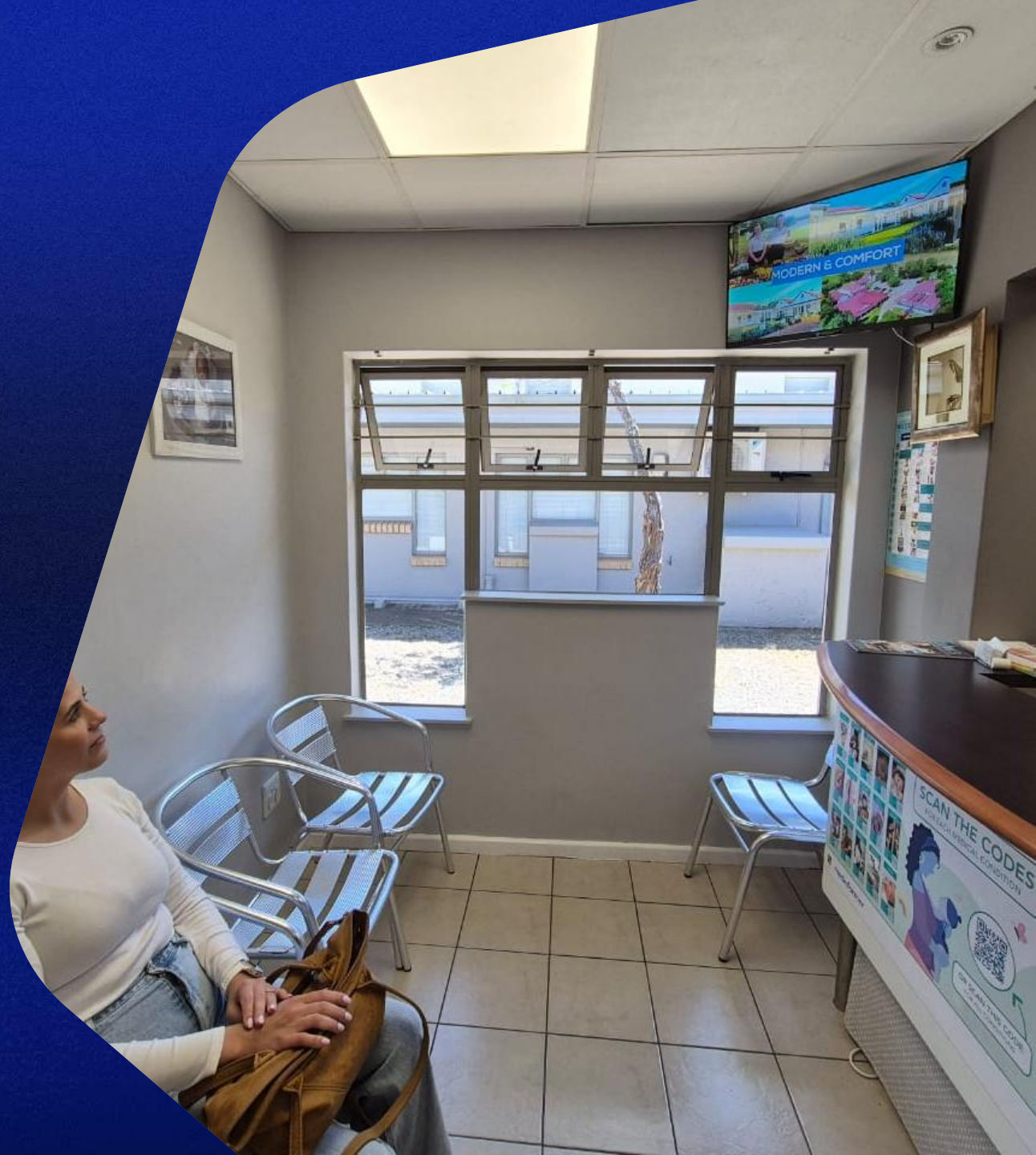


EARLY LIFE NETWORK

This network offers a holistic presence across multiple baby and parent-focused environments, including:

- Life Fourways Baby Clinic
- Children's Therapy Centre
- Children's Playhouse / Play Centre

Located in prime Sandton areas, it reaches affluent, family-oriented audiences with high dwell time. Parents are engaged and attentive, making this an ideal environment for brands looking to connect meaningfully with caregivers and young families.





OMNICHANNEL SOLUTION

Display | Lead Gen & Retargeting

MEASUREMENT & ATTRIBUTION



DOOH – IN STORE

To prove efficacy, we will be able to see who was outside inventory when the ads were displayed and then whether those mobile devices were seen inside the target location or store proving footfall lift against a controlled group. We use opt-in location tracking via mobile phones to determine footfall attribution lift against a control group.



DOOH – ONLINE

For online attribution, we can identify mobile devices exposed to DOOH campaigns and whether those devices have visited your Website to find out more or book a Test Drive. We use opt-in location tracking as well as tags embedded on a target website to match DOOH campaign visitations and online visitations.



MOBILE RETARGETING

With Mobile Retargeting, we retarget individuals that have been on the website but also, inside Dealerships, Outside Schools, Universities etc While layering it with Affinity Audience and Contextual Targeting.



COLLECTION VISUAL

How a Users Mobile Device ID is Collected.



MOBILE DISPLAY



DESKTOP DISPLAY
& VIDEO

MAID
12056689



MAID
69894536

MAID
26863214

MAID
12056689

MAID
144179861

MAID
73031407



We put a Polygon/Beacon around each Digital Screen to capture MAIDs/ DEVICE IDs



UNDERSTANDING AUDIENCES

Polygon's Impression Multiplier Methodology

OUR GOAL

To provide **credible, transparent,** and **standardised** methodology for measuring audience impressions for pDOOH, designed to support media owners, advertisers, and agencies alike.

OUR PDOOH MEASUREMENT

Ensures all pDOOH inventory can be traded and evaluated using a common, defensible measurement language.



We are dedicated to providing accurate, comparable, and credible audience measurements. Our Impression Multiplier methodology leverages best practice venue-specific data, traffic insights, and best-in-class visibility adjustment techniques to calculate the true delivery of OOH media.



Polygon's Impression Multiplier methodology calculates visibility-adjusted audience impressions using venue-specific traffic data, time-of-day and day-of-week weighting, and a standardised Visibility Adjustment Coefficient (VAC) to ensure consistency and comparability across media owners.





THE POLYGON MEASUREMENT STANDARD

We adhere to the highest standards of transparency, credibility, and comparability. Our methodology is designed to ensure that every impression is a realistic reflection of audience exposure, grounded in real-world data and venue-specific context.



VENUE SPECIFIC RADIUS

Tailored to each environment (mall, airport, roadside, etc.).



STANDARDISATION

We apply the same consistent calculation across all media owners to ensure comparability.



GLOBAL OOH BEST PRACTICE

We use observed traffic data (LMX) and refine it using visibility modelling.



VISIBILITY ADJUSTMENTS

We use a bespoke VAC to account for varying sightlines, dwell time, and audience attention.

A HYBRID MEASUREMENT FRAMEWORK



Two Measurement Inputs. One Standard.

INDUSTRY STANDARD MEASUREMENT

OMC ENABLED SCREENS

- Where OMC measurement exists, Polygon uses industry currency data directly, including VAC methodology.

We pull direct audience data, ensuring accurate impression counts based on real-time traffic and dwell.

OMC measurement makes use of VAC methodology.

PROPRIETARY METHODOLOGY

NON-OMC ENABLED

- Where OMC is not available, Polygon applies its own methodology using LMX traffic data, venue-specific radii, daypart weighting, and proprietary VAC modelling.

We pull LMX traffic data based on venue-specific radius, ad play times, and day-of-week schedules, and then apply our proprietary VAC methodology to adjust for visibility.

MEASUREMENT FACTORS



How Polygon Measures Audience Impressions

4

FINAL VAC METRIC

**STANDARDIZED, COMPARABLE, AND
DEFENSIBLE IMPRESSION MULTIPLIERS
DELIVERED FOR EACH VENUE**

3

IMPRESSION MULTIPLIER

APPLY AD-PLAY WEIGHTING

APPLY VENUE COVERAGE LOGIC

2

VISIBILITY MODELLING

adjust for:

- **VISIBILITY**
- **CLUTTER**
- **DWELL TIME**

1

TRAFFIC INPUT

DAY OF WEEK + TIME OF DAY

VENUE SPECIFIC RADIUS

MOBILE LOCATION DATA

POLYGON

THANK YOU

Let's Turn Vision Into Impact.

ADDRESS

28 Wesley Street,
Observatory,
Cape Town, 7925

CONTACT

remi@pdooh.co.za
073 781 5051
www.pdooh.co.za